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STEPHEN D. COAN  
STATE FIRE MARSHAL

## MEMORANDUM

**To:** Heads of Fire Department

**From:** Stephen D. Coan  
State Fire Marshal

**Date:** April 1, 2013

**RE:** Cooking Fire Safety Campaign

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Starting April 1, 2013, the Department of Fire Services will be airing a television public service announcement (PSA) with local celebrity chef Ming Tsai. This PSA is designed to support and reinforce ongoing local educational efforts to bring awareness to the dangers of cooking fires. Cooking is the leading cause of fires in Massachusetts and in 2011, caused 11,295 fires or 39% of all the fires reported. Cooking is also the leading cause of fire-related injuries.

This PSA will be aired on television stations in both the Boston and the Springfield media markets. In addition, fire departments can request their local cable access stations to download the PSA from MyACCESS TV, if they are members.

The ***Cooking Fire Safety Campaign*** has two messages: *Stand By Your Pan* (prevention) and *Put A Lid On It* (proper response). There is an [on-line toolkit](#) for local fire departments that includes:

- Customizable local press release, Tri-fold pamphlet for education
- Link to the Ming Tsai video PSA on YouTube™
- Cooking lesson outline, Artwork of the two cooking safety logos
- Bookmark and newspaper advertisement artwork.

Go to [www.mass.gov/DFS](http://www.mass.gov/DFS) and type Cooking Toolkit in the search box.

### **Hazard Kitchen Teaching Prop**

The Department of Fire Services has two [Hazard Kitchens](#) that local fire departments can borrow to make presentations interactive. We also have a limited supply of oven mitts donated by the MA-RI FAIR Plan to go along with the Hazard Kitchens to reward those who learn by doing.